

MINUTES OF MEETING OF ACADEMIC ADVISORY COUNCIL**AY 2021-22****Name of Association:** Pune Institute of Business Management Academic Advisory Council**Type of Meeting:** Annual General Meeting**Date:** 24th March, 2021**Time:** 10:00 AM-5:30 PM**Venue:** CR-201, Pune Institute of Business Management, Gat no. 605/1, Lavasa Road, Pirangut, Tal Mulshi, Maharashtra. Pune 412115.**Meeting Facilitator:** Ms. Poornima Sehrawat (Head IQAC and Asst. Prof)**Call to order:** The meeting was called to order at the PIBM conference room. A quorum was established.**Roll Call:****Attendees Present:**

Academic Director		Dr. Manish Godse	
Domain	Member	Designation	Area of Expertise
Finance	Dr. A P Rao	Academic Subject Matter Expert; Ex VP Kinetic Motors	Corporate Finance
	Mr. Souvik Sengupta	Industry Subject Matter Expert; MD & CEO Standard Chartered Investments & Loans Ltd.	Risk and Credit
	Mr. Ashok Kumar	Industry Subject Matter Expert; Chief Manager Corporate Banking Group, ICICI Bank	Risk and Credit
	Mr. Neeraj Madhekar	Industry Subject Matter Expert; Group Executive VP and Regional Business Leader, Yes Bank	Risk and Credit
	Dr. Umesh Mahtani	Academic Subject Matter Expert; Finance Professor, Goa Institute of Management	Finance and Accounting
	Mr. Prabhakar A.K	Industry Subject Matter Expert; Head of Research - IDBI Capital	Equity Research
	Mr. Vijay Vishnav	Industry Subject Matter Expert; CFO Zee Digital Convergence Ltd.	Project Finance
	Dr. K S Ranjani	Academic Subject Matter Expert; Finance Professor, NITIE	Finance and Accounting

	Mr. Manish Singhania	Industry Subject Matter Expert; CFO - Essar Steel Pune Facility	Project Finance
	Mr. Manish Desai	Industry Subject Matter Expert; CFO - Voltas	Corporate Finance
	Mr. Karan Malhotra	Industry Subject Matter Expert; Sr. VP-Cians Analytics	Investment Banking, Valuation
	Dr. Deepak Tondon	Academic Subject Matter Expert; Finance Professor, IMI Delhi	Finance and Accounting, Banking and Financial Services
	Dr. Neeraj Amarnani	Academic Subject Matter Expert; Finance Professor, Goa Institute of Management	Corporate Finance, Project Finance
Marketing	Mr. Arijit Dutta	Industry Subject Matter Expert; CEO Uno Minda	Strategic Marketing
	Dr. Gordhan K Saini	Academic Subject Matter Expert; Assistant Professor-marketing- TISS	Marketing Management, Market Research
	Mr. Manish Rohtagi	Industry Subject Matter Expert; Business Head and Profit Center Head, Hero Cycles Ltd.	Sales & Distribution; Retail
	Mr. Vishal Gupta	Industry Subject Matter Expert; Commercial Director of Borges India	Sales & Distribution
	Mr. Diniar Patel	Industry Subject Matter Expert; Chief Editor, Times of India	Media & Branding
	Dr. Asit K Barma	Academic Subject Matter Expert; Director Marketing-IFIM and Faculty-IIM-Kashipur	Digital Marketing, Marketing Strategy, Marketing Management
	Mr. Jitendra Singh	Industry Subject Matter Expert; Chief Sales & Marketing, Leadec Services	B2B Marketing
	Dr. Neeraj Pandey	Academic Subject Matter Expert; Assistant Professor-NITIE	B2B Marketing, Digital Marketing, Services Marketing
	Mr. Priyan Nayar	Industry Subject Matter Expert; CIO, Future Lifestyle Fashion Ltd.	Retail Marketing
	Dr. Rajashree Pillai	Academic Subject Matter Expert; HOD HR, PIBM	Strategic HR

HR	Mr. Alok Narayan	Industry Subject Matter Expert; Executive TA head, Quatro	PMS
	Mr. M V S Murthy	Industry Subject Matter Expert; CPO, Future Group	HR Analytics
	Mr. Deepak Gupta	Industry Subject Matter Expert; CHRO Karvy Consultant	LnD
	Mr. Rajesh Singh	Industry Subject Matter Expert; CHRO KPIT	Strategic HRM
	Dr. Pranabesh Dey	Academic Subject Matter Expert; Associate Professor-HR-XLRI	Labour Law, PMS
	Ms. Tulanihina	Industry Subject Matter Expert; Sr. VP HR, IndusInd Bank	LnD
	Capt. Partha	Industry Subject Matter Expert; Director HR, AGS	OD

Absent:

1. Mr. Souvik Sengupta
2. Mr. Ashok Kumar
3. Mr. Neeraj Madhekar
4. Mr. Prabhakar A.K
5. Mr. Vijay Vishnav
6. Mr. Manish Singhania
7. Mr. Manish Desai
8. Dr. Neeraj Amarnani
9. Mr. Manish Rohtagi
10. Mr. Vishal Gupta
11. Mr. Priyam Nayar
12. Mr. MVS Murthy
13. Mr. Deepak Gupta
14. Dr. Pranabesh Ray
15. Ms. Tulanihina

Meeting Agenda:

1. Discussion on key agenda approved and recommended for academic activity for AY 2020-21 by the governing body.
2. Strategizing the execution plan and academic calendar for AY 21-22.
3. Inclusion of subject for AY 2021-22.



4. Decision on International conference 2021-22.
5. Emphasis on competency-based practical training for the students.

Review of Minutes from the last meeting:

1. Executed the live projects during Sem-II in different SMEs.
2. Started automation in the admission process through ERP
3. Executed retail store visits
4. Improved SCOPUS-indexed research and case writing
5. DPC reviewed the CO achievement and the academic activities as per the plan submitted by DPC.

Marketing Domain:

1. The director opened the discussion start to developing the Innovation and entrepreneurship subject and linking it IIC cell, which will provide clarity and motivation to the students to start their own businesses.
2. Prof. Asit K Barma suggested creating a digital marketing club for students where they can work and learn digital marketing concepts and tools.
3. Mr. Jitendra Singh has reviewed the B2B course and suggested adding a few topics.
4. Mr. Arijit Dutta suggested some case studies to incorporate in the Strategic marketing subject.
5. Prof. Neeraj Pandey suggested linking the courses to developing ethical behavior.
6. The committee has asked to add extra sessions for marketing students for JD-based training.
7. Prof. Asit Barma suggested adding a few more topics to the marketing management subject of Pune University as it has very basic topics.

Human Resource Domain:

1. The director opened the discussion by introducing the new subject named Digital HR which will help the students to link the HR function with digital platform.
2. Dr. Rajasshire Pillai suggested incorporating corporate projects with faculties such as; competency development, developing the staff handbook, policies, PMS processes, etc.
3. Dr. Pranabesh Ray suggested incorporating more research-based assignments in different subjects which will help students to develop analytical and research minds.
4. Capt. Partha suggested involving more students in research paper writing and consulting work.



Finance Domain:

1. The director opened the discussion to develop the course on treasury management.
2. Mr. Neeraj Madhekar has suggested developing a new course on credit monitoring assessment.
3. Mr. Karan suggested incorporating a valuation model in the evaluations.
4. Prof. Ranjani suggested incorporating more balance sheets in the accounting management subject.

Common (For all specializations):

1. The council discussed developing new subject named business process re-engineering for all specialization students which will develop the conceptual understanding of change in business and its management.
2. The council discussed the usage of Turnitin software to check the similarity index in reports and projects.
3. The council has suggested providing training on different business tools like Pawtoon.

Case Study and Research:

1. The council suggested engaging faculties in case study writing and book chapter writing.
2. The council suggested to provide a platform for doing qualitative research.

The meeting ended with an appreciation of the achievement of objectives planned in the previous academic year.

IAEER'S

Pune Institute Of Business Management

Approved by AICTE, Ministry of HRD, Govt. of India & Affiliated to University of Pune



Authorized Signatory

Director

Chairman



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